



**UTAH**  
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Utah #1  
"Best Managed  
State"

# International Trade and Diplomacy Office



Utah Governor's Office of  
Economic Development  
BUSINESS • TOURISM • FILM

# Strategic Partnerships

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UTAH

WORLD  
TRADE  
CENTER





# Mission

1. Increase International Trade
2. Support Utah businesses, creating and sustaining jobs
3. Leverage diplomatic contacts to capitalize on international Markets



## Increase International Trade

- Organizes and leads Utah companies on trade missions to decisive foreign markets as well as trade visits into Utah
  - 15 trade missions between 2005-2010
- Maintains international trade representatives abroad: Chile, Mexico, Japan, China, Korea, France, Germany
- Hosts training seminars, lectures and networking functions with local and international experts
  - Over 47 seminars reaching 1,280 attendees



## Support Utah businesses, creating and sustaining jobs

- International trade supported 75,721 jobs in Utah in 2010, up from 54,955 in 2007.
- Provides individual counseling to Utah businesses and connects them with strategic US organizations.
- Assists companies in developing opportunities to expand into international markets.
  - 495 companies assisted



## **Leverage diplomatic contacts to capitalize on international markets**

- Host diplomatic visitors, providing local businesses with networking opportunities and international support channels
- Works closely with the Utah Consular Corps (the largest in the country) to assist international business expansion
- As the official diplomatic advisory agency for the State of Utah, ITDO develops international cooperative agreements to further business opportunities



# Figures at a Glance

- Overall Export Growth ('05-'09): **70.36%**
- Utah GDP Growth ('05-'08): **12.7%**
- Export Growth by Key Country ('05-'09)
  - China: **122.99%**
  - India: **1098.83%**
  - Canada: **42.87%**
  - Mexico: **116.12%**

- Jobs Supported by International Trade (2006): **259,724**

## **2005- 2009**

- Trade Delegation Visits: **40**
- Diplomatic Visits: **48**
- Companies Assisted: **495**
- Educational Seminars: **47**
- Seminar Attendees: **1280**

## **Inward Trade Missions:**

- Peru, India, Canada

## **2008 Trade Missions:**

- Chile, Japan, Malaysia, Mexico, Brazil, Israel



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# Exporting Partners

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Rank	Description	ANNUAL 2008	ANNUAL 2009	SEP 2009 YTD	SEP 2010 YTD	%2009- 2010
	<b>TOTAL ALL PARTNER COUNTRIES</b>	10,399,919,874.	10,337,135,031.	7,343,669,935.	10,038,145,399.	36.69
1	United Kingdom	3,584,386,213.	4,364,134,113.	3,155,168,736.	3,043,749,320.	-3.53
2	Canada	1,082,806,657.	1,019,426,961.	683,387,907.	947,925,028.	38.71
3	India	496,821,700.	649,531,461.	539,024,424.	941,453,797.	74.66
4	Hong Kong	133,387,901.	153,431,516.	104,156,753.	587,456,159.	464.01
5	Switzerland	64,349,060.	94,809,745.	46,384,471.	528,382,446.	1,039.14
6	China	527,021,469.	542,291,070.	356,071,477.	454,471,723.	27.63
7	Taiwan	727,627,291.	567,936,663.	383,847,611.	431,062,197.	12.30
8	Singapore	373,215,565.	253,314,242.	186,713,584.	361,808,446.	93.78
9	Mexico	241,904,336.	279,433,403.	188,907,345.	333,681,125.	76.64
10	Japan	375,858,775.	342,247,206.	250,970,442.	306,080,156.	21.96



## **Utah Exports:**

1. Primary Metals (Gold)
2. Electronics
3. Medical Equipment
4. Industrial Machinery
5. Aerospace Equipment
6. Primary Metals (Copper)
7. Mined Ores
8. Auto Parts
9. Food Preparations
10. Cosmetics



# Divisions

## 3 Regional Directors:

- Miguel Rovira - Latin America & Canada
- Brett Heimburger – Pacific Asia
- Franz Kolb – Europe, Middle East, Africa, & India

## 7 Trade Representatives:

- Japan, China, Korea, Chile, Mexico, Germany, France



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# Trade Representatives

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- Non- State Employees
- Contracted by Utah Government
- Function as private consultants
- Individualized match making based on company's needs
- Market assessment and knowledge



To better identify the company's needs:

- Basic profile including year established, size, number of employees, annual sales
- Core operations/products
- Markets of interest
- U.S. competitors



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# Educating UT Businesses



- Over 1,500 individuals reached through 52 training events:
  - Brown Bag Lunch Series on Exporting
  - International Networking Seminar
  - Doing Business in India
  - Doing Business in Mexico
  - Women in International Business
  - Business Opportunities in Piura, Peru
  - Utah-Europe Days 2011 (5 total seminars)
  - Doing Business in China

Website: <http://business.utah.gov>



# Inward Trade Missions

- 2-3 days
- Cover all local expenses (except airfare)
- Hospitality arrangements
- Transportation
- Agenda
- Businesses luncheon open to business community
- One-on-One meetings
- Visits with Utah companies of interest
- Private dinner with key professionals
- Meeting with the Governor if appropriate



# Collaborations

- Work closely with other institutions such as:
  - Salt Lake Chamber of Commerce and various chambers of commerce
  - Brigham Young University
  - Consulates
  - U.S. Commercial Service
  - World Trade Center Utah
  - Utah Council for Citizen Diplomacy



## STAFF

- Craig Peterson, Director
- Brett Heimburger, Regional Director, Asia
- Franz Kolb, Regional Director, India & Europe
- Miguel Rovira, Regional Director, Americas
- Kit Burton, Trade Mission Coordinator



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# Contact

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